

2002 Analyst Meeting

November 7, 2002



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Personal Connectivity Solutions

November 7, 2002

Growing Market & Technology Pressures We See As Opportunities . . .



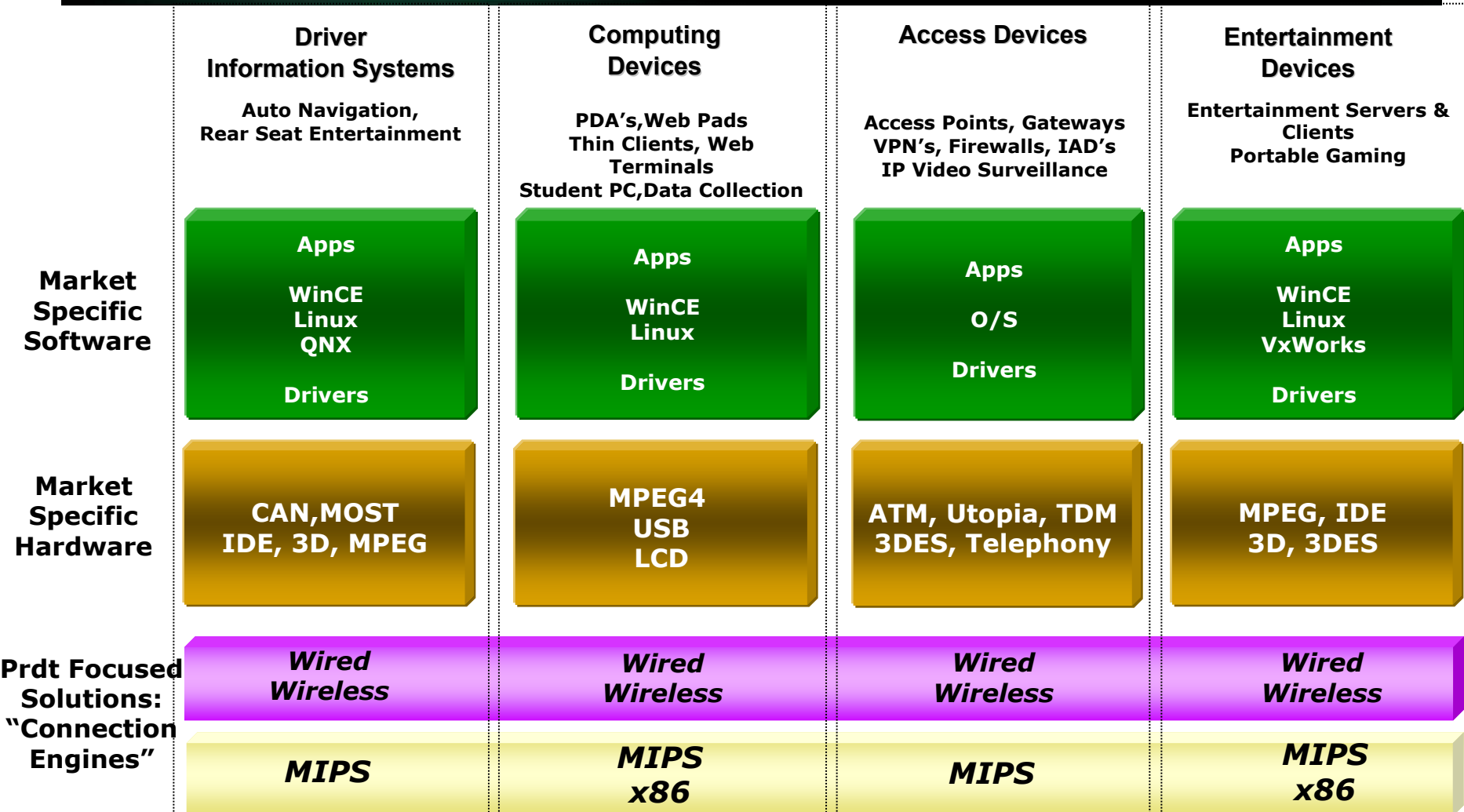
Computing pressures

- Applications requiring more compute cycles
 - Security
 - Video/Imaging
 - Entertainment
- Lower power consumption
 - Battery powered operation, Fan-less equipment, “Green”,

Connectivity pressures

- Broadband
 - Video, Games, “always-on”,
- Wireless
 - WLAN, WWAN, WPAN

PCS' Platform Approach to Our Target Markets



PCS Customer Design Criteria



	Driver Information Systems	Computing Devices	Access Devices	Entertainment Devices
	Auto Navigation & Entertainment	PDA's, Web Pads Thin Clients, Web Terminals	Access Points, Gateways VPN's, Firewalls, IAD's	Home Entertainment Portable Gaming
Customer Primary Requirements	Performance >300MIPS Graphics/MM Integration WinCEfA QNX	Performance >500MIPS Low Power -Battery Life Wireless I/F PocketPC Palm Mira	Performance >200 MIPS Integration -reduce BOM VxWorks Linux	Performance >300 MIPS Graphics/MM Integration 802.11a Low Price
Customer Secondary Requirements	Low Power	Wireless Integration	Low Power -No Fan	Low Power for Gaming
Competitors	Hitachi Intel Toshiba NEC	ARM Intel TI Motorola	Broadcom Intel DT, Virata, Motorola Intersil, Atheros	Broadcom ATI STM LSI

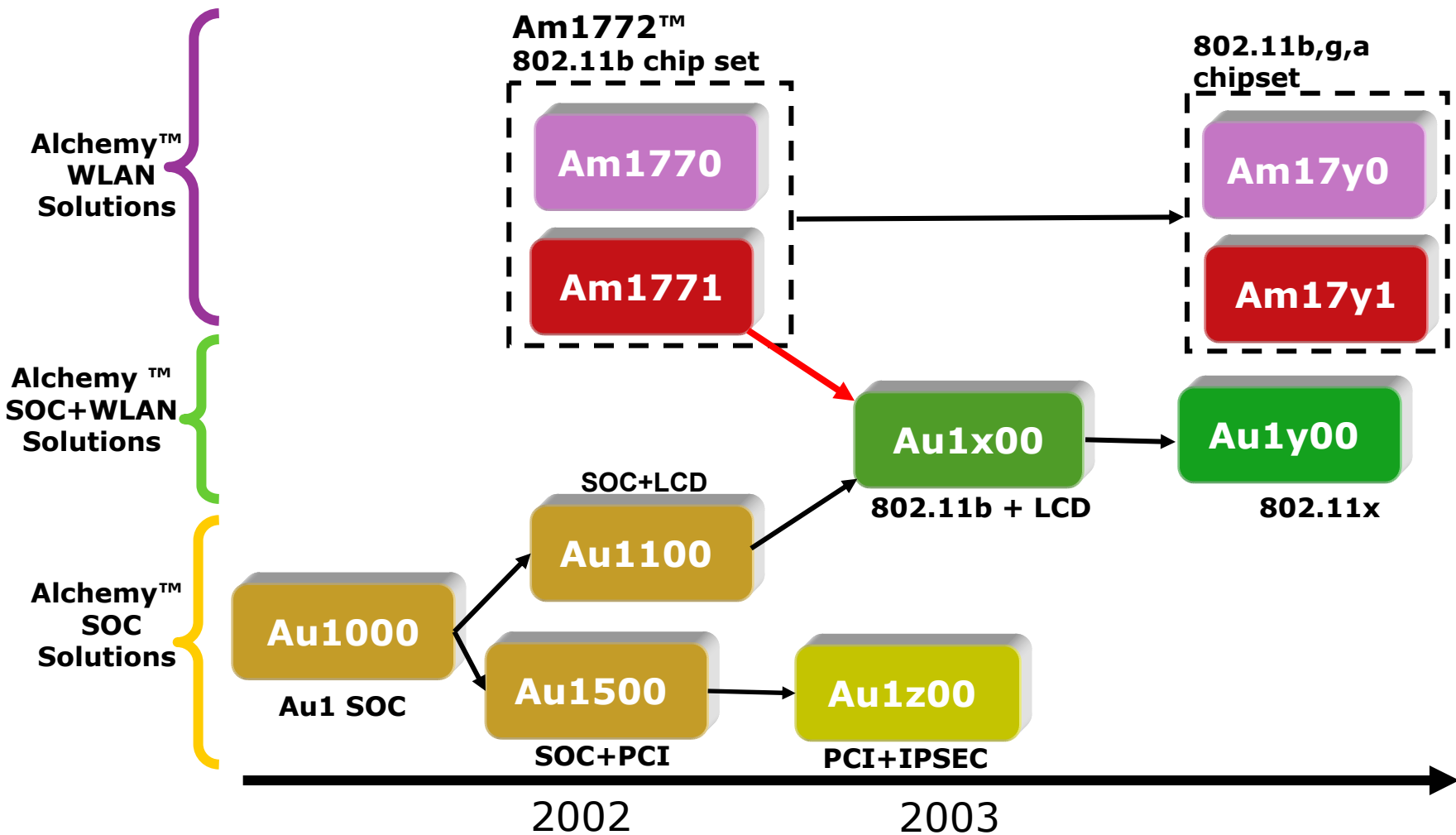
AMD Alchemy Solutions Wireless LAN Chipset Family

- Highly integrated, leading edge CMOS RF and MAC/Baseband 802.11b chipset
- High performance, reduced system costs and power consumption for Wi-Fi applications
- Reference designs, software drivers and utilities

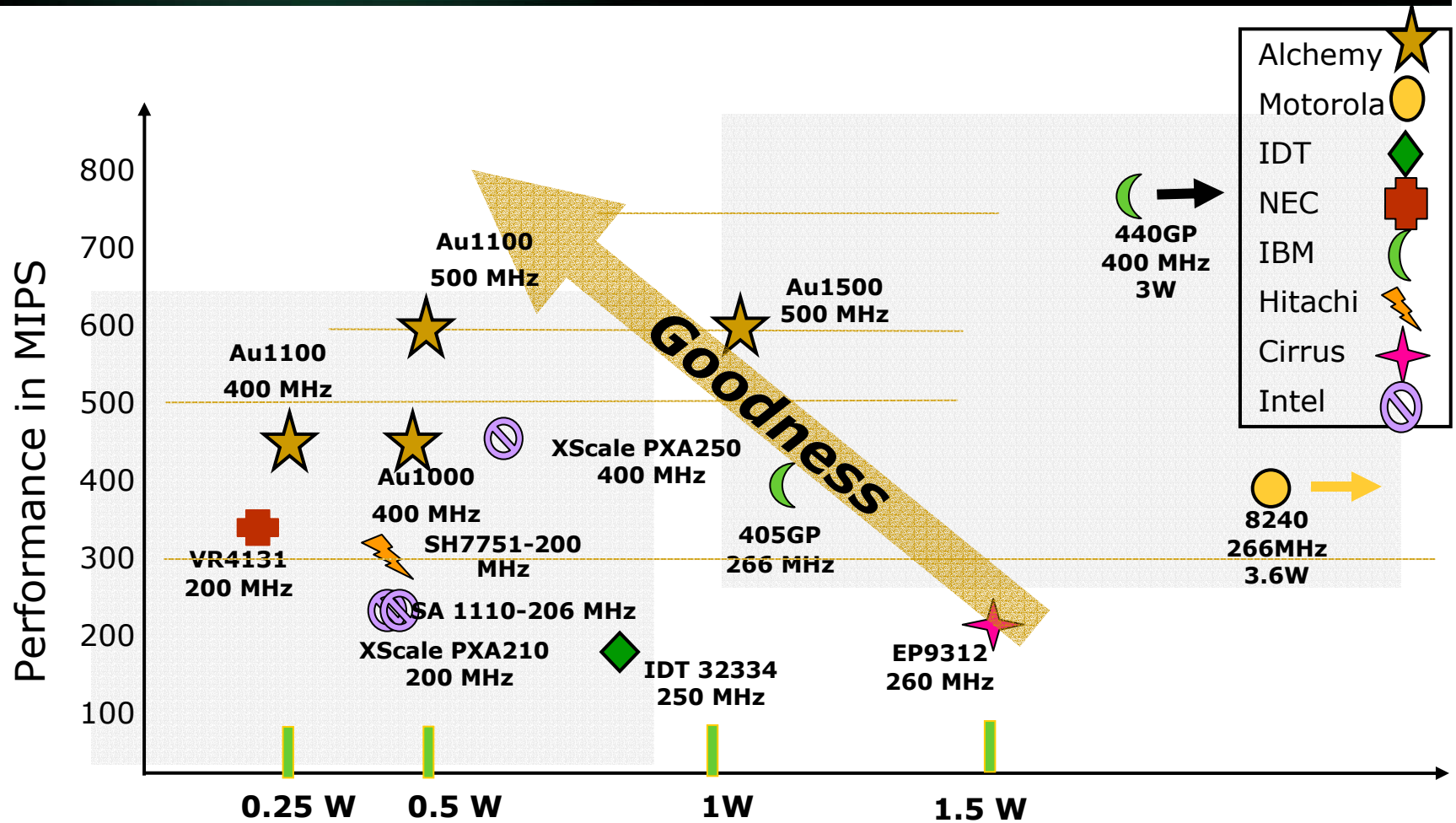
AMD Alchemy Solutions SOC Family

- High performance, low power MIPS32-based processors
- Industry Leading Performance/Power Characteristics
 - Minimum 2x performance at equal to or ½ the power
- Market segment reference designs and software drivers

PCS Product Roadmaps: WLAN, SOC+WLAN, & SOC



PCS' SOC Competitiveness



Source: Microprocessor Reports / Data Sheets

Computing Devices:

- WinCE vertical market PDAs
- Linux portable computing devices

Access Devices

- Residential gateways, firewalls and routers
- Wireless access points

Driver Information Systems

- Navigation Reference Design supported by WinCEfA & QNX
- Introduced at Convergence 2002

Entertainment

- Personal entertainment systems

AMD/CBE JV Targeted to Serve the Chinese Educational Market



Ministry of Education (MOE) mandates "Connecting All Schools"

- By 2010, 90% of High Schools, Middle, and Primary schools throughout China will be connected into the China Education and Research Network (CERNET)
- Program represents 215 million students, 10 million teachers, 680,000 schools and 4.4 million classrooms in China

The specific aim, prior to 2005, is to connect:

- The eastern region High Schools, Middle and Primary schools in medium-sized or larger cities
- The western and middle regions for High Schools, Middle and Primary schools of villages and towns

AMD and CBE (Chinese Basic Education Company) established a JV to address this MOE opportunity

The Plan Targets a Whole School: Classrooms, Teachers and Students



Student PC

- AMD Alchemy Au1100
- AMD Flash Memory
- AMD Alchemy WLAN (Phase II)



**215 million
students**

**10 million
teachers**



Teacher PC

- AMD Athlon XP
- AMD Alchemy WLAN (Phase II)



**4.4 million
classrooms**

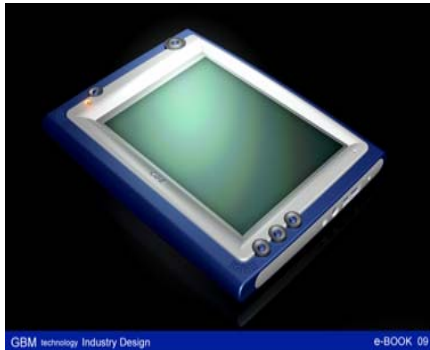


Server (eDais)

- AMD Athlon MP

Student PC

- Text Books
- eBooks
- Graphic Calculator
- MP3 Music
- Games



Server (eDais)

- Upload and Playback of teaching notes
- Video on Demand
- Arrange homework and assist students in study of academic materials
- Facilitate discussion in classroom
- Act as file server in classroom

Teacher PC

- Course Material Preparation
- Teaching Aids
- Mobile Productivity Tool in teaching and OA applications
- Academic Project Planning



AMD Alchemy Solutions provides significant leadership in:

- High Performance
- Low Power
- Integration
- Connectivity
- Total solutions: H/W, S/W, designs

Enjoying early success and rapidly gaining traction with customers in target markets

- Product roadmap targeted at customer needs and well received
- Many design wins and evaluations and great interest
- Launched Au1100 product
- Launched first WLAN chipset
- Rolling out market specific reference designs



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